



The Home Advantage:

Winning Community Trust as a Rural Health System

Lauren Lawson, Sr. Solutions Marketing Manager, rater8

Gena Linville, Director of Marketing, Major Health Partners



Speaker Biography



Lauren Lawson

Sr. Solutions Marketing Manager

rater8

Lauren Lawson is a skilled product marketer with a proven track record in the healthcare industry, specializing in solutions that empower medical practices.

With expertise in reputation management, patient engagement, and employee engagement, Lauren supports health care technology solutions that help practice leaders build positive patient experiences and drive sustainable improvements in practice growth and the patient journey.



Speaker Biography



Gena Linville

*Director of Marketing & PR
Major Health Partners*

Gena Linville, Director of Marketing for Major Health Partners (MHP), is an experienced marketer, with a demonstrated history of leading marketing efforts in the hospital and healthcare industry.

In her tenure at MHP, she has leveraged her marketing skill set to develop and implement integrated marketing campaigns that elevate the organization's vision, goals, and strategy. Her balanced blend of creative and analytical thinking assists her in developing effective health care campaigns that motivate and inspire consumer decisions.



Agenda

- Why Trust Matters in Rural Healthcare
- Strategies to Build & Sustain Trust Online
- Case Study: Major Health Partners
- Looking Ahead

Key Takeaways

1. Attendees will learn how **cultivating and maintaining a strong online reputation** can position their organizations as the top choice for care.
2. Participants will discover tangible **strategies for engaging patients living in rural communities**, such as promoting health literacy within the community, and fostering trust through social proof.
3. Attendees will gain real-world insights and success stories from Gena Linville of Major Health Partners, including how to use **patient feedback as a tool for meaningful change**, and comprehensive onboarding techniques to **build a strong, community-minded team**.

Why a Modern, Healthcare-Specific Strategy is Essential

High Stakes



Rich, Experience-Focused Content

Provider-Centric



Balanced Online Reputation

Fragmented Landscape



Optimized for AI

Beyond Marketing



Inside-Out Mentality



Challenges Rural Hospitals Face

**Eroding
Patient Trust**

**Soaring Costs &
Shrinking Margins**



**Caregiver
Crisis**

**Operational
Inefficiencies**

How a Modern Reputation Management Strategy Can Help

Visibility

Show up where it matters most with trusted, keyword-rich reviews that guide AI and search engines to your doorstep, helping you **acquire more patients**.



Credibility

Confidently **expand your services and reach** by building credibility fast with authentic, verified reviews that shine a light on what makes your practice different and *worth* choosing.



Healthcare Reputation Management

Culture

Scale with ease by retaining patients and staff. Turn feedback into actionable insights that strengthen culture, guide improvements, and power sustainable growth.



Efficiency

Listen, learn, and improve with actionable insights from real-time patient feedback that reveals what's working, what's not, and how to **reduce friction and administrative overhead**.

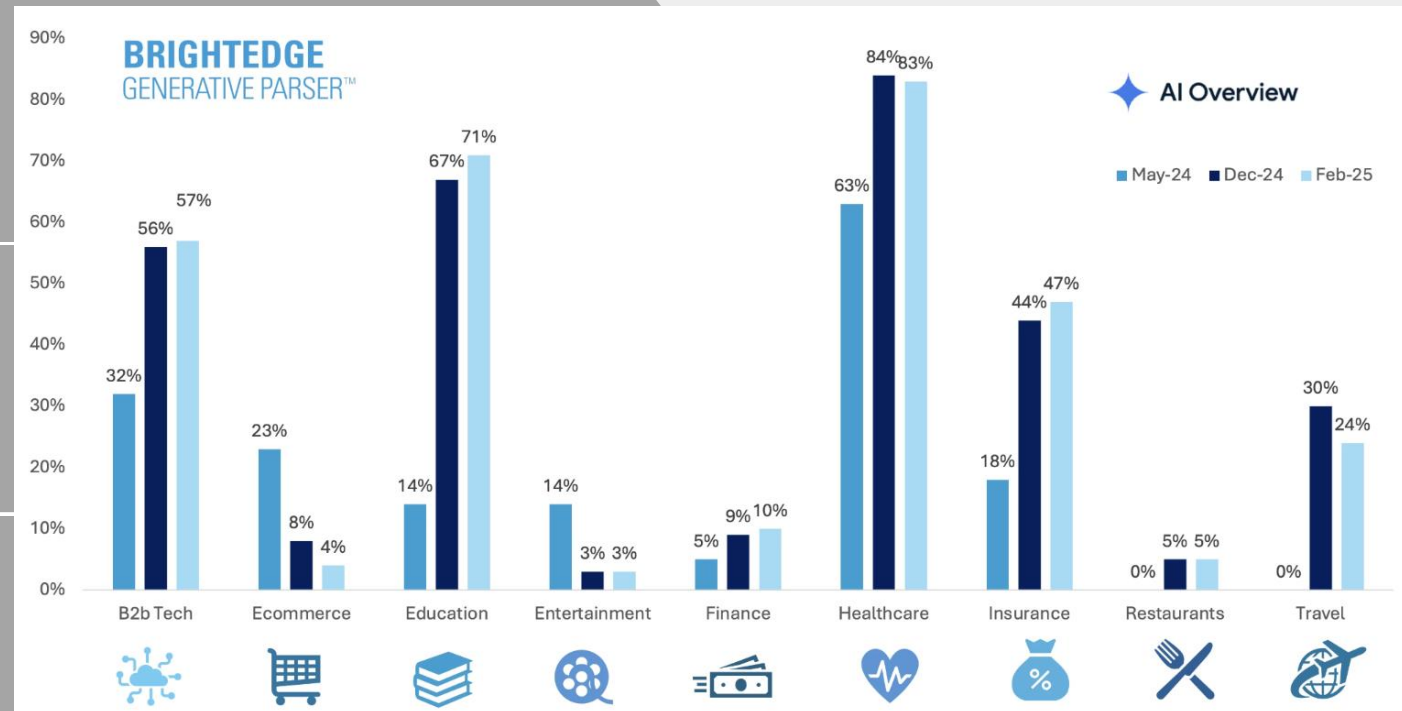


Reputation: Then vs. Now

Visibility

Location listings, Google/
Yelp, traditional SEO

Balanced reputation, focused on
both SEO & GEO, fragmented
search coverage



The New Reality: *AI & The Quest for Pervasive Visibility*

31%

of patients use generative AI (e.g., ChatGPT, Google AI Overviews) to research or compare providers.

51%

of patients trust AI-generated search results as much or more than standard Google when choosing a doctor.

57%

of patients are willing to rely on AI tools that summarize and rank doctors based on online info.

What AI Loves: *4 Ways to Stay Found in AI Search*



Recency

Stay top-of-mind with a steady flow of fresh patient reviews.



Relevance

Match patient intent so AI recommends you at the right moment.



Authority

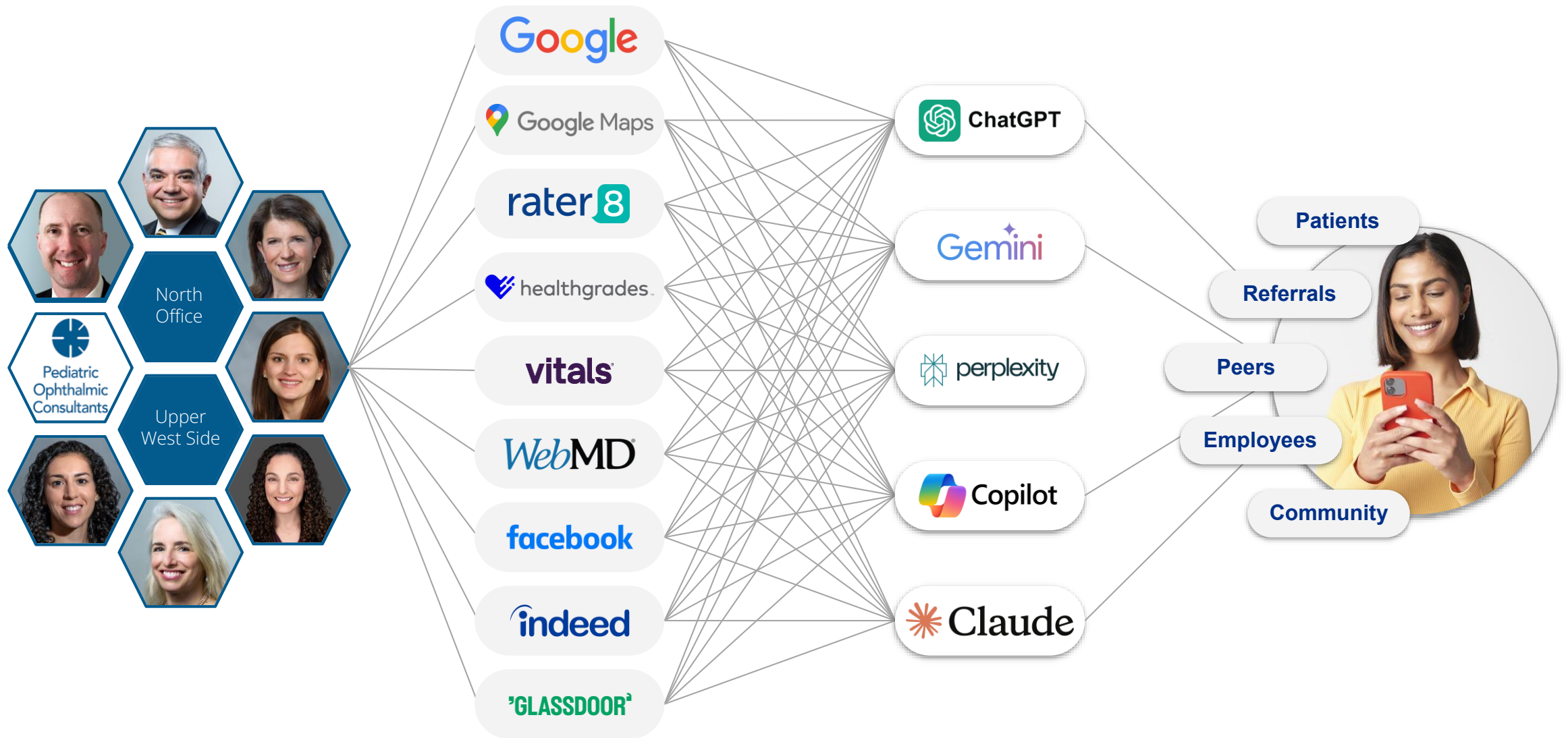
Build credibility with verified reviews and trusted signals.



Clarity

Make it easy for AI to read about you with clean, structured data.

The Modern Visibility Vortex



Reputation: Then vs. Now

Visibility	Location listings, Google/Yelp, traditional SEO	Balanced reputation, focused on both SEO & GEO, fragmented search coverage
Credibility	Star rating, general comments, listing accuracy	High-quality, keyword-rich patient reviews, employee reviews, listings accuracy, and a high star rating
Efficiency	NPS, generic surveys, limited insight	Actionable feedback, healthcare-focused surveys and analytics, plus NPS
Culture	Externally focused, damage control, limited internal impact	Internal feedback loop, inside-out improvement, multi-touchpoint focus

Four Simple Ways to Build Trust

Reputation Management



- Automate patient feedback collection
- Respond publicly to reviews (visible accountability)
- Use structured reviews for SEO/AI-driven search results

Patient Engagement Strategies



- Promote health literacy (simplified, community-centered education)
- Elevate patient stories, testimonials, and staff recognition as social proof

Internal Alignment



- Train and onboard staff with community-first mindset
- Make feedback loops transparent to teams

Collaborate with Local Organizations



- Schools, churches, senior centers, employers to build credibility
- Participate in community events like health fairs and town halls



Problem

Struggled to compete with larger urban systems for patient trust and visibility. Limited marketing and reputation-building resources, coupled with patient “leakage” to Indianapolis, made building a strong online presence a key strategic need.



Approach

Built a consistent, community-focused strategy to collect and manage patient feedback across all departments and providers, dramatically increasing review visibility.



Results

Became the top choice for care in Shelbyville, and now appears in local and AI-generated search results, with social proof and an increase in staff morale to boot.

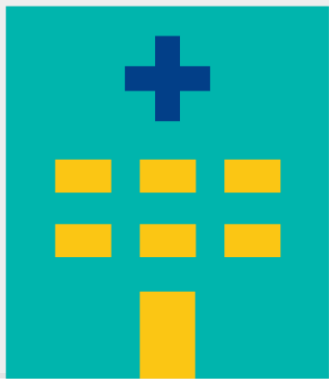
Major Health Partners

Shelbyville, Indiana



Core Lessons

**Online reputation =
non-negotiable for
rural systems.**



**Trust is earned
daily, both in
person and
digitally.**



**Patient feedback
should guide
organizational
improvement,
not just PR.**



Action Checklist

**Audit online
presence**



**Capture & act on
patient feedback**



**Train staff to see
themselves as
“trust builders”**



**Tell local success
stories regularly**





Questions?

Please be sure to complete the session evaluation on the mobile app!



Three Key Takeaways

1. Attendees will learn how cultivating and maintaining a strong online reputation can position their organizations as the top choice for care, encouraging patients to stay local instead of traveling to big-city competitors.
2. Participants will discover tangible strategies for engaging patients living in rural communities, such as addressing transportation barriers, promoting health literacy within the community, and fostering trust through social proof.
3. Attendees will gain real-world insights and success stories from Gena Linville of Major Health Partners, including how to use patient feedback as a tool for meaningful change, and comprehensive onboarding techniques to build a strong, community-minded team.

Bibliography/References

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